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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES: { NO. 10 SPRUCE STREET, NEW YORK.
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VOL. VIII.

NEW YORK, MAY 31, 1893.

No. 22.

California is Older

than most of the West. It is not a young State and frontier section; compared with some of the Western States it is an old country.

Thirteen States have come into the Union since California was admitted, and Florida, Texas, Iowa, and Wisconsin only got in two or three years ahead. It is a wealthy State, for only four out of the forty-four exceed it in assessed valuation of property, excluding its gold and silver mines, which are non-assessable, yet they have given the world a thousand millions of the precious metals. Its per capita wealth is only exceeded by two States—Massachusetts and Rhode Island.

San Francisco was a live American city when Chicago was a mere village, while Denver, Minneapolis, Omaha, Kansas City, St. Paul, Salt Lake, and a score of other Western cities of present fame were without the mark of a location.

In the matter of newspapers several can be named which have been published in the interior towns of California continuously for forty-five years. Among the metropolitan dailies

The San Francisco Examiner

is one of the oldest. Age counts for something, but that is not all: The EXAMINER in circulation leads every newspaper west of the Mississippi from Alaska to Mexico. **65,349 Daily, 77,057 Sunday, 73,808 Weekly,** is its average circulation for the first three months of the current year. It is the one great Home newspaper of the Pacific States, embracing seven millions of people.

Is not such a newspaper worth the attention of advertisers?

E. KATZ, Eastern Agent,

186 & 187 World Building, New York.

CAN YOU DO IT?

Every business man can't write an advertisement that will produce satisfactory returns.

Every typesetter can't put it in type in such style as to bring remunerative results.

There are men who can produce paying matter, and there are also those who can put that matter in type so as to make it pay well if invested in the proper mediums.

If you are about to advertise for country readers, and think you can get up a paying adv, send us the copy and we will put it in type and show what we can do in building a paying adv. Possibly it may so please you that you will want to use the Atlantic Coast Lists.

1400 Papers.

60% only papers in their towns.

83% only papers in their towns or county seat papers.

ATLANTIC COAST LISTS,

134 Leonard Street, New York.

PRINTERS' INK.

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HOW HUMPHREYS' SPECIFICS HAVE BEEN ADVERTISED.

By Herbert B. Harding,
Adv'g Manager Humphreys' Medicine Co.

Seven years ago I took charge of the advertising department of the Humphreys' Medicine Company, which began business in 1854. Since then there have been no innovations introduced, and we are working along on the lines of our regular advertising policy.

In advertising Humphreys' Specifics and Humphreys' Witch Hazel Oil we confine ourselves to two lines, newspaper and pamphlets and books. We use space in the dailies in every city in the country of 30,000 population or over, and in every big city we are in at least four of the leading morning papers. We keep out of evening papers, not because we think they are not read by the class of people we desire to cater to, but because they do not rank nearly so high as advertising mediums as the morning papers.

Publishers of evening papers may say what they like about evening journals being read at home, carefully and at leisure, but our idea is that every intelligent person reads his morning paper anyway, and the evening paper if he can find the time.

We also leave alone the morning papers that are sold for one cent, as we do not think they are read by the people who are likely to be customers.

We advertise with the aim in view to

get the trade of the better class of people only.

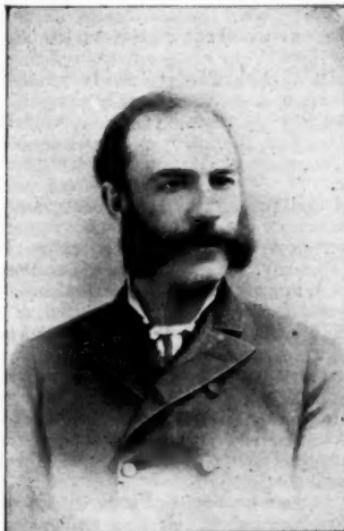
Our policy is not ironclad, of course, and we make some departures from it. For instance, we are in the N. Y. *Commercial Advertiser*. It is an evening paper, but it is of a high grade, and it has published our advertisement for sixteen years. We are also in the N. Y. *Press*. It is a penny paper, to be sure, but it is a Republican paper, and we are satisfied that the Republicans of New York, as a class, comprise the better element.

The politics of a paper have weight from an advertising standpoint, but they have to be carefully discriminated. While a Republican medium might be the best in New York, it would be just the reverse in Philadelphia.

We do not use space in weekly papers unless we are obliged to. For instance, our traveling men, who cover both continents from Maine to Cape Horn, are careful to note the condition of trade in every town and report it to us. If we find the drug-

ists are not doing the usual amount of business in our remedies, we advertise in the local papers. It is our usual rule in such a case to go into all the papers of the town or county, and not into one alone.

We have changed our ad little, if any, for years. It is the same $3\frac{1}{2}$ -inch, single-column plate, giving a list of our remedies, that has appeared for years. Once in a great while we de-
part from this policy and run a column



HERBERT B. HARDING.

ad, in order to attract attention to and strengthen the one we run regularly.

Our ads in weekly papers are run continuously, with little or no change, while those in the morning papers appear twice a week, usually on Tuesdays and Fridays. The reason for choosing these two days is because we get much better position and display. This is due to the fact that there is much less advertising in the big morning dailies on Tuesdays and Fridays than on other days.

Our Tuesday and Friday plan has been so successful that frequently a customer or friend, while in the store and speaking of our ads, has remarked, "Why, I see your ad in the *Sun* every day." The New York papers that we use are the *World*, *Tribune*, *Times*, *Sun*, *Press* and *Commercial Advertiser*.

When we are once in the columns of a paper we never go out unless we are forced to do so by an unwarranted rise in rates. The fact that we withdraw from only a very few papers speaks volumes for the progress of American journalism. I do not care to name the annual amount the company spends in advertising, but will say that the appropriation is being increased at the rate of \$25,000 a year.

Over 10,000 books and pamphlets are sent out by mail to private individuals each day, and over 4,000,000 are generally distributed annually. They contain no pictures, jokes nor miscellaneous matter, but are practically medical books, describing in a serious, business-like way the merits of our specifics. We think such advertising should be of a serious and not a flippan-
tone. We keep all other advertising out of our books, in spite of offers received for advertisements of soaps and other non-conflicting articles.

Our heavy printing is done outside, but we keep nine presses busy on small work and printing the druggist's imprint on books and similar matter.

This is almost all the advertising we do, except by means of mirrors, cards and signs which we give to druggists. We take pains to have our imprint on mirrors, books, etc., small and quiet in tone.

We cover South America by travelers, and our man makes a 1,000-mile jump between towns on the Amazon. We use space in the Spanish and Portuguese papers in South America, our largest customer in each section being

our advertising agent in his locality. The general advertising for his district is mapped out by the traveling man, who sells him goods, and he carries out the suggestions and sees that the contracts are properly carried out.

A good proof of the benefits of advertising is the fact that the company receives over \$40,000 worth of mail orders annually. We do not advertise for mail orders, and, in fact, would much rather have people buy through the local druggist.

ADVERTISING A SAVINGS BANK.

By Wm. H. Maher.

There is no business that cannot be encouraged, improved, and made more profitable by judicious advertising; not even banking, which is supposed to be the most conservative business on earth.

In the case of the now defunct Maverick Bank, of Boston, good advertising ran up its deposit account far beyond that of any of its competitors, and the failure came from the mistakes, or dishonesty, in investing this, and not from advertising for it.

A bank's business is as susceptible to good advertising as is any business on the street, but of course the announcements must be made in the line of people's preconceived notions of banking, and not in violation of them. Let me illustrate this by a page from actual experience.

We started a savings bank in this city a few years ago, and the writer, being one of the incorporators of the company and an active officer, was encouraged to use his advertising faculty in placing the new bank before the people.

How could this be done to the best advantage?

First, we must have a card in the leading dailies, to acquaint the public with our name, location, and our most excellent board of directors. But the great mass of people that ought to patronize a savings bank cannot be reached by an ad in a daily paper.

There are houses that make a specialty of savings bank literature. We received samples of their wares and found them flat, stale, and unprofitable to the last degree. We determined to get up some leaflets of our own, then take the city directory and mail these direct to the homes of mechanics, clerks, dressmakers—wage earners of

every kind to whom the matter of savings might be one of importance.

Before you read the sample of these leaflets given below, stop and decide for yourself if the preparing of such matter is easy or not. They are going to common people; they must consequently be simple. They are about the banking business, they must be dignified. They are issued for the purpose of making business, yet they must not appear as being issued for that sole purpose. They must be interesting from the very first word, as circulars are so plenty in the city that many of them are left unread.

These leaflets are mailed as fast as a clerk could address the envelopes, until the city was covered, as originally planned. The bank succeeded in gaining in two years, as good a business as another savings bank had built up in 17 years. I do not claim that these leaflets should have all the credit; in fact we do not absolutely know that they deserve credit at all, but we are sure that they made a great many people familiar with the new bank and its officers, and in a pleasant way. And that pays with a bank just as surely as it pays in any other business.

Before dropping the subject, and introducing one of the leaflets I have saved, I want to say that, in my opinion, a commercial bank, be it private, or State, or national, can be profitably advertised, as well as a savings bank, but it must be done in an entirely different way, and indirectly. To the bank more than any other business it is true that: to him that hath it shall be given. In seeking more business one must have this constantly in mind.

The leaflets were printed on tinted paper, with neat headings, and plain type; making, when folded once, three or four pages, and fitting easily into the ordinary envelope. Following is a sample of the series:

In the Chicago *Tribune*, not many Saturdays ago, a correspondent gave his plan of saving money; one that was unique and successful. It was simply this: he put in the bank every ten-cent piece he received, no matter whence or where he got it. Whenever, in the change given him or in payment made him, he found a dime he placed that aside for the bank and under no conditions would he spend or change it. To carry out this line of conduct, led him through a great variety of experiences; some of them most laughable, others requiring a great deal of grit to keep from violating his rule. He had boarded a street car, and lo! his pocket held only dimes. He got out and walked. He made purchases and his cash fell short unless he should use a dime or two. He had the purchases laid aside until he could bring other

money. And all the dimes that came to him were each week carried to the bank and added to his savings.

At first sight, one would say that such a plan could easily be carried out, and the dimes would not run into dollars very fast, but one who has tried it will report differently. He will be surprised to see how many dimes come into his hands as he pays his daily or weekly bills; and if he will save them all, his year's account in the bank will be a sum that will surprise and gratify him. The best part of the plan is the fact that it is a methodical one. If lived up to, it means something. It may possibly be "trusting to luck" in a small way, but it is abiding by results, with a well defined plan in mind, and the person following such a system will lay up dollars where the spasmodic person will save cents.

The plan struck several people so forcibly that they determined to adopt it for a week and see what the result would be. One said she would put aside every nickel that came into her possession. In one week she had 65 cents. One selected a dime; his week gave him 13 of these pieces; another saved 19 dimes; another 22. They are continuing it, and their friends laugh at the plan, when told, then have the curiosity to try it for themselves.

Every man, woman and child ought to discipline themselves in the matter of their private expenses. He who spends all his large income is no better off than the man who spends all his scanty wages. No one ever became rich by earning money, but by saving it. Everybody knows that, with a rich man, the first thousand dollars is the hardest to make. This is partly because money makes money, but more largely because the habits formed in making the first thousand dollars are of greater value forever after.

What shall one do with his savings? If he carries the money about with him there is constant temptation to spend it. If he locks it up in his room, thieves may take it, or fire consume it. If he lends it to a friend, he may never see it again. There are plenty who will suggest speculation to him. A few men have made money in a lucky real-estate purchase, why not he? If he inquire more fully, he will learn that where one has made a profit in buying a lot, scores have simply tied up their money for years, and then taken out less than they put in, or are still holding the purchase. A real estate purchaser in the city must provide for taxes twice a year; street improvements, side-walk building; something or other in expense almost yearly, and loss of interest on the money invested.

As against this, he who puts his money in a savings bank has it where it is always at his command. If an opening occurs where ready money is necessary, he can draw it out. If he lets it lie in the bank, it draws interest and increases itself. Every bank must be judged by the reputation and character of its managers and stockholders. The — Savings Bank, has been organized by well-known business men. Its stock is all held in this city, and under our laws, the stockholders would have to lose half a million dollars before a depositor could lose one cent. The bank owns its handsome building, and about September 1st, there will be finished in it a vault, that is now being built in Cincinnati, containing 1,000 safes to rent. The massive doors and walls of the vault will be worth seeing, and the public will be cordially welcome to call and see it when completed. This invitation applies equally to the day laborer and his wife as to the businessman and his wife.

The savings bank is open now to receive deposits from \$1 upwards, and will pay inter-

est thereon, January 1 and July 1 each year. If this is allowed to remain in the bank, it will also draw interest. The object of the bank is to encourage habits of saving, and the officers expect to be helpful to all depositors whenever occasion may require. The directors have been selected, because of their well-known reputation for sound business judgment, and they give to the affairs of the bank the same wise judgment and care that has made each of them successful in his own business. The public will understand that it is under wise control by studying the names of the directors. Bank is open daily from 9 a. m. to 3 p. m. and Saturday evenings 6 to 8 o'clock.

(Here follows a list of officers and directors).

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, May 10, 1893.

When is an advertisement chargeable? When it is inserted, or when the publisher renders his account?

* * * * *

This is, at first sight, a meaningless question; but it has, nevertheless, a certain practical importance in some cases. Most newspapers are printed wet, and they take, as a rule, some days to dry. Printing wet paper stretches it appreciably, and the paper does not return to its original size absolutely on becoming dry. It will continue to shrink for as long as a month in cold or damp weather, and for a fortnight or more in the summer, even. The shrinkage is more than most people would imagine who have not had recent experience, and some varieties of paper shrink more than others. It depends on what the paper is composed of, and especially on its finish or glaze, and is, at its utmost, something like one and a half per cent. In a twenty-two inch column, about the average length of English newspaper columns, this would mean over a quarter of an inch, and where a series of advertisements of varying length are charged, as is the custom in small newspaper offices, by the inch instead of by the line, the shrinkage of the paper sometimes causes mystification and dispute, being unknown to, or forgotten by, the persons concerned. I had occasion to look over an account for newspaper advertising lately in which most inexplicable differences of measurement had occurred. The publishers protested that they had measured up in good faith, and there was no reason to doubt their word; but the checking clerk had nevertheless constantly marked off small overcharges, and the difference on the whole account, which

covered but four weeks' advertising, was over £10, or fifty dollars. The whole thing was regarded by the parties as a dark and gloomy mystery, but it all became clear when the shrinkage was pointed out to them, and in one or two cases new papers laid over papers a month old, to make comparison easy. Now, whose loss is this—the advertiser's, or the publisher's? The latter would say it is fair to charge the space occupied, because the paper is read when it is new, and before the shrinking-up process occurs; while the advertiser would protest that it is not possible to do business if you cannot trust the measurement of your voucher copies when you come to check the bill. Has this trouble ever occurred in America, I wonder?

* * * * *

Of course the true remedy lies in the publisher's hands. He must charge by the line, and all difficulty is removed, for the lines can be counted if need be.

* * * * *

There is published in Berlin an "independent journal devoted to the interests of the import and export trade." It is in its twelfth volume, and is issued in four languages—of which one is alleged to be English. At the first glance it looks rather a dull advertising dodge, but on closer investigation proves to be a mine of delight and amusement. One learns by a three-inch panel on the front page that "Our journal has been exposed at the Columbian World's Exhibition at Chicago." Then follows a column of want advertisements headed

Connections Wanted.

from which the following may be selected:

Advertisements from our subscribers for this heading up to four lines in length are published once gratis during the term of subscription. If the name of the firm is stated the ordinary charge for advertisements is made, viz. 1 sh. per line and language; it is the same with repetitions.

The Union Office is not authorized to communicate the addresses of the inserters in this column.

381. An eminent patent in the household-furniture trade which supplies an urgently necessary want in every family, and has been introduced in Germany with assignable greatest success is intended to be sold for England and America.

416. A German manufacturer (export firm) of cheap automatic ventilation apparatus especially for new buildings, dwelling houses, stables of every description, and for families wishing to prolong their lives, and to preserve

their healths wants purchasers in foreign countries, also agencies on fast account. First class references.

421. A Belgian firm in Liege wants representatives in all countries for the sale of a key for female screws for iron screws (patent) and for stamped articles of every description.

Later on comes: "Guide to the German Exporting Branches," whatever these may be. They are not a very numerous crowd apparently, for in the copy before me only thirteen "Exporting Branches" appear. "This Guide," says the heading naïvely, "is published in all six Editions. Insertions in it cost per annum in one Edition 8 sh. per line, in all 6 Editions £2 per line;" so perhaps this scares off the exporting branches.

* * * * *

Speaking of humor in advertisements, I ought to say that English advertisers, as a rule, look coldly on the jocular element in American work. "May be all right for America," they say, "but it doesn't go down here." They are probably right, as a matter of general principle, though with certain classes of goods a joke is not amiss. There is nothing very serious about a bug-powder, for instance, or a rat-destroyer, and we have had in the past good humorous work emanating from Rough on Rats headquarters. A colored card got up by Richards & Ward, Limited, or their predecessors in the LePage agency, Richards, Terry & Co., represented with much humor a couple of policemen endeavoring to remove a tramp who had attached himself to a seat with LePage's Glue, and it was a successful advertisement. Mr. Keating has lately been putting out the following for his bug powder. It isn't very brilliant, but it has the amusing quality which attaches to any parody:

AIR—

SALLY IN OUR ALLEY.

Of all the Powders made by art
There's none like that of Keating.
From Bugs or Fleas 'twill free each part
Of Blankets, Rug or Sheetting.
And when in Bed I lay my head
His praise I'll be repeating,
There is no man in all the world
Who's down on Fleas like Keating.

* * * * *

Some time ago I showed in these notes the clown advertisement of "Carr's Ladder Tapes," for hanging Venetian blinds; here is another beautiful design, very amusingly written

up, too, from the same firm. The punning advertisement "Black Led" ("Dome" Black Lead) will be remembered by readers of PRINTERS' INK, but perhaps the most sinful advertising pun on record is that of Messrs. Gosnell, who advertise their Cherry Blos-



A Modern Method of Elopement.

A Young Lady who chases "her" hounds "has a holler of Carr's Patent Tape, which may not stop to see if every yard of her decent is stamped with the name 'CARR'S'; but anyone who wears the bare Ladder Tape for Venetian Blinds should 'at the first opportunity' let the name 'CARR'S' be engraved on G.R.E. area strip in each yard, without which it is not she genuine."

CARR'S PATENT LADDER TAPE FOR VENETIAN BLINDS.

But now CARR'S is stamped on the INTERWOVEN CORD-STRANDS
prior to each yard.

From all Ironmongers and Furnishing Drapers.

som perfume by a nun's head with the inscription, "Nun nicer." Quelle horreur !

A Substitute.—Customer: Have you a copy of the "Fifteen Decisive Battles?"

Bookseller—No; we're all out. But we can give you "Reflections of a Married Man,"—*Fuck,*

SPECIMEN ADS USED BY A MAINE DRUGGIST.

Monday Morning

or any other morning when you come down town you will find our pharmacy a convenient place to purchase drug and toilet supplies. We have many things in stock that are desirable and not commonly kept.

Those things which you may especially want, if not already at hand, we will order for you.

PAINT**We have it.****You want it.**

(WE HOPE.)

MONEY**You have it.****We want it.**

(WE ARE SURE.)

A fair exchange every time.**Returning Cottager's Note Book.**

1. Spices for Pickles at Hay's Pharmacy.
2. Paint and Brush in Hay's Paint Department.
3. Johnnie's gargle in Hay's Prescription Department.
4. Potash for soap at Hay's Pharmacy.
5. Carriage Sponge at Hay's.
6. Materials to finish up photos.
7. Hot water bottles at Hay's pharmacy.
8. A box of those Key West Cigars at Hay's cigar counter.
9. Drink an orange phosphate at Hay's soda counter.
10. Pay that June bill at Hay's.

The Inclination of these lines is only symbolical of the inclination we have to sell you Paints, Varnishes, and all sorts of wood finishes at bottom rates. The goods are of first quality, and the variety is well nigh endless. Our Store is on Middle Street, the first corner below Monument Square. H. H. HAY & SON

**HENRY
HOMER
HAY and
SON**

**Have
Honest
Helps
to Health.**

Prescriptions prepared with care.

**LAST WEEK
AT THE
ISLANDS.** **FORECAST OF
DIARY.**

Monday.

Go up to the city and get a set of Pierce's sample cards of paints and wood finishes.

Tuesday.

Select the paints and varnish to retouch the city house.

Wednesday.

Varnish the entry oil cloths and oil the hard wood floors.

Thursday.

Paint the kitchen floor and back steps. Apply a coat of calsom finish to the cellar.

Friday.

Paint at the city drying, packing up at the islands.

Saturday.

Move up to a house, fresh and clean for the winter.

We can assist you on the above so far as painters' supplies will do it.

THIS IS

About the shape of our store; perhaps you recognize it, having already been in it.

It may not be the ideal shape for a drug and paint establishment, but this natural disadvantage makes us all the more earnest in our endeavors to make it attractive to you, in the quality of goods we offer and prices at which we place them. The Junction of Middle and Free Streets, we think, you will find a central and square dealing Drug and Paint house,

TRICKS OF THE TRADE.

Recent disclosures anent the relations of certain musical instrument makers and certain performing "artists" have set the people agape. When the story was published to the effect that Paderewski, the great pianist, was in receipt of a very large sum of money from the Steinways of New York for the mere usage of their instrument in his concerts the eyes of musical Chicago were opened very wide.

"The maker's artist" is not a current expression in musical circles. But it is a game that is played in many more fields—artistic and otherwise—than in music. Patent medicine men have worked it, time out of mind; and it is pretty safe to say that famous actresses, singers and what not, do not voluntarily write long autograph puffs for powders, pastes, soaps and cosmetic preparations in general from sheer love. That this is quite true may readily be seen when it is remembered that one famous singer has put herself on record as saying that three different kinds of complexion stimulants are

each the best she has used. And the presumption is that she has used every preparation of the kind invented.

But perhaps the most general and wholesale dealing in opinion is that which is said to have been practiced by the manufacturers of bicycles. In this department of commerce the trick was so generally played that the League of American Wheelmen was compelled to take radical measures in order to separate the maker's men from the men who rode bicycles for sport's sake only. Long since "the maker's amateur" has become a classic phrase among wheelmen. At first it was quite simple. An amateur rider suddenly attained a high capacity for speed on the track. At once some live manufacturer snapped him up, and induced him to ride that particular make of wheel. Then he would advertise that "John Smith rides the Racer bicycle." But the wheelmen were compelled to be circumspect, for if the amateur governors once secured a bit of proof that such an arrangement was pending, the rider would be disqualified.

—Chicago Evening Post.

To the Post master General Washington D.C.

Sir:

The Florida State Press Association assembled at Tallahassee and Chicago Ill. unanimously request the Post Office Dept. to reconsider their action in the case of Printers Ink. Whom said paper is denied the benefits of second class rates, and we further request that said paper be re-instated for the reason that we know that said publication is of great benefit to the newspaper fraternity as well as to the public at large.

Respectfully submitted,

(signed) J. W. Con.
Secretary —
Florida Press Association

THE USES OF "WANT" ADS.

From the Philadelphia Item.

These small "ads" represent a system of barter and trade which is constantly increasing, and which brings those desirous of selling anything in direct contact with those seeking it, outside the regular channels of business.

Thousands of unused articles which are of considerable value litter up many homes. The owners, while not needing them, will not part with them for nothing. They would, however, be glad to get rid of them at a fraction of their original cost. Somebody wants them; perhaps a score or more persons are looking for just such an opportunity.

Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

WE WANT to do good printing for you. PRINTERS' INK PRESS, 10 Spruce St., N. Y.

A NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

PRINTER wants position as foreman of country office; 7 years' experience. Can write locals and report. Wages, \$12. F. GRAHAM, Reno, Pa.

FIRST-CLASS 19th century circulator for one of the leading newspapers of the U. S. Must have highest testimonials. Address "LIGHTNING," care Printers' Ink.

WANTED—A good, reliable married man, who thoroughly understands the printing business (one familiar with make-up). Steady work the year round. Union wages, \$15. "A. B. C." Printers' Ink.

YOUNG man, with six years' experience in editorial, reportorial and proofreading departments of newspaper work, wants engagement. Best references. A. L. BRASEFIELD, 76 Avenue D, Bayonne, N. J.

WANT ADVERTISEMENTS in PRINTERS' INK under this head, four lines (twenty-five words) or less, will be inserted one time for one dollar. For additional space, or continued insertions, the rate is 25 cents a line each issue.

WANTED—"A Mint of Hints" contains embossed conceptions for catalogue covers, etc. Ideas on every one of the 160 pages—9x12 inches. \$2.00 post-paid—worth \$10 to any business man. GRIFFITH, AXTELL & CADY CO., Embosser, Holyoke, Mass.

WANTED—Advertising for the QUEEN OF FASHION. Best mail order medium in America. \$200,000 circ. 46 E 14th St., N. Y. City.—March 1st, 1892. The Queen of Fashion, Union Square, N. Y. GENTLEMEN: We are pleased to say that our returns from the QUEEN OF FASHION have been very satisfactory, and we have reason to believe it reaches the buying class of women very strongly. We have also verified your circulation. MERIDEN BRITANNIA CO.

WANTED—To exchange, our non-assessable \$1.00 shares in reliable stock company for four inches advertising space for three months; ad changed monthly. Dividends declared annually. After two years the company will cash, at full face value, plus dividends, as many of the first 25,000 shares as holders desire. We can accept about fifty best offers. Send best terms and current copy of paper; also samples of shares and small circulars, and state price when cash accompanies order. COEUR D'ALENE RIVER IRRIGATION & IMPROVEMENT CO., Kiona, Yakima County, Washington.

SUPPLIES.

VAN BIBBER'S
Printers' Rollers.

L EVERY INKS are the best. New York.

"PEERLESS" CARBON BLACK.
For fine Inks—unequalled—Pittsburg.

TRY TYPE from BRUCE'S NEW YORK TYPE FOUNDRY, 13 Chambers St., New York. Best and cheapest. Get their prices before purchasing.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

ILLUSTRATORS AND ILLUSTRATIONS.

H ANDSOME ILLUSTRATIONS for papers Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

WE are satisfied to get a fraction (33 $\frac{1}{3}$ cents) of the cost for our outline cuts after using them. Proof sheets, artistically illustrating 20 departments of dry goods, sent on application, WM. NEELY & CO., New Haven, Ct.

ADVERTISEMENT CONSTRUCTORS.

SPECIALTY Book Co., Brooklyn, writes: "Business more than doubled since using your ads." Ten regular purse-openers, \$6. JED SCARBORO, Box 63, Station W, Brooklyn.

ADS of all kinds, primers, pamphlets and catalogues prepared in original, effective forms. Illustrations made and entire charge of mechanical work assumed if desired. ADDRESS JOHN Z. ROGERS, 769 Monroe St., Brooklyn.

I GET the most effective display into the least space. I send full instructions as to display with every ad I write. I know how to give instructions, because I can go into the "printshop" and set up the matter myself, if need be. A sample series of 4 "trade-producers," \$5; 10 for \$5. CHARLES A. BATES, Indianapolis, Ind.

ADVERTISING AGENCIES.

If you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

ADVERTISING NOVELTIES.

CLOCKS for advertising purposes, by the hundred or thousand; paper-weight clocks with advertisement on dial. ADDRESS SETH THOMAS CLOCK CO., 49 Maiden Lane, New York.

\$15.00 buys a machine to manufacture excellent advertising articles, which will never go out of fashion. Particulars INTERNATIONAL AUTOMATIC MACHINE CO., Cincinnati, Ohio.

FOR the purpose of inviting announcements reader as well as advertiser, 4 lines, 25 words or less, will be inserted under this heading once for one dollar. Cash with order. More space or continuous insertions 25 cents a line each issue.

BILL POSTING & DISTRIBUTING.

I NAIL up signs and distribute circulars. J. F. ROWELL, Stamford, Conn.

FOR the purpose of inviting announcements of the addresses of local bill posters and distributors, two lines (12 words) or less will be inserted twice under this heading for one dollar, or three months for \$6.50, or \$25 a year. Cash with the order. More space 25 cents a line each issue.

ADDRESSES AND ADDRESSING.

If you wish to buy lists of names, advertise for them in Printers' Ink.

If you wish to sell lists of names, advertise them in Printers' Ink.

NOVA SCOTIA Directory for sale, \$10. Latest Occupations given. ALLEN CO., Moncton, N. B.

PRINT letters that you would have been written by yourself. Nothing equal for advertising purposes; very effective for eliciting replies. KING, 39 William St., N. Y.

A NEWLY-COMPILED list of 15,000 NEWS AND PERIODICAL DEALERS, U. S. and Canada. Will prove very profitable. 1,600 male canvassers. F. H. ALLING, New Haven, Ct.

A NEWLY-COMPILED LIST of 22,000 advertisers, with their commercial rating, for \$15. For fuller information, address PUBLISHERS' COMMERCIAL UNION, Evening Post Building, Chicago, Ill.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, 25 words or less under this head once for one dollar. Cash with order. More space or continued insertions 25 cents a line each issue.

A GREAT BIG BARGAIN—A few copies of a list of 1,415,500 farmers from nearly every State in the Union, which we want to close out, and we offer a printed copy of the entire list for \$100 cash. It cost over \$10,000 to secure and print this list. It is one year old. We have only a few copies, so if you want one, send at once. MAST, CROWELL & KIRKPATRICK, Springfield, Ohio.

PREMIUMS.

PREMIUM USERS.—For a good article, write to KUHN & CO., Moline, Ill.

BOOKS FOR PREMIUMS.—If you want to use books we can supply you at lowest prices. Address J. S. OGILVIE, 57 Rose St., New York.

NEW illustrated catalogue of the best premiums for newspapers and manufacturers now ready. Send for it and get new business. HOME BOOK COMPANY, 142 & 144 Worth St., New York.

MISCELLANEOUS.

EVERY'S INKS are the best. New York.

VAN BIBBER'S
Printers' Rollers.

RIPANS TABULES purify the blood and restore the complexion.

QUEEN OF FASHION, 200,000 proved circulation. 46 E. 14th St., N. Y. City. 80 cts. per line.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

THE new "HANDY BINDER" for PRINTERS' INK is an admirable device for the preservation of your copies of PRINTERS' INK and is very neat and serviceable. We will send it, post-paid, on receipt of 50c., the cost of the "Blader." Address PRINTERS' INK, 10 Spruce St., N. Y.

To the readers of "Printers' Ink" who have not already received it, a copy of the Magnificent Catalogue of "KELLOGG'S LISTS" will be sent free upon application! This book contains nearly One Hundred full-page Illustrations representing fac-similes, in colors, of some of the leading articles advertised in those celebrated lists. A. N. KELLOGG NEWSPAPER COMPANY, 67 Tribune Building, New York.

FOR SALE.

VALUABLE copyright for sale. Apply to PETRIE, 34 Charlotte St., Norfolk, Va.

GAZETTE ADVERT RECORD—For papers, &c. Testimonials. GAZETTE, Bedford, Pa.

HANDSOME ILLUSTRATIONS for papers. Catalogue, &c. AM. ILLUS. CO., Newark, N. J.

10,000 WOMEN'S letters for sale. Received since '91. J. H. DYE, M.D., Buffalo, N. Y.

PRINTING office, with weekly newspaper, near city, \$500 cash. Rare chance. Must sell, account other business. Two job presses, etc. "SUBURBAN," care Printers' Ink.

DAILY paper, established over fifty years, in enterprising Pennsylvania town of 30,000 inhabitants. Complete job office and bindery; 5 good presses. Must be sold to settle an estate. "J. P. R.," Box 918, Philadelphia, P. O.

FOR SALE—Southern afternoon paper in city centrally located; 25,000 inhabitants; three through trunk lines; healthy. Large circulation; good advertising patronage. Address, for particulars, "S. A. P.," care Printers' Ink.

If sold at once, \$1,500 takes Republican newspaper in good Illinois town. Cylinder press and lots of material. Job work \$100 per month. Address "C. W. K.," care Printers' Ink.

WHITE MOUNTAINS.—For sale or to let, a handsome, roomy, attractive summer residence and farm; fully furnished and stocked. For illustrated descriptive circular a d full particulars, address "G. P. E.," P. O. Box 672, New York.

FOR SALE—One of the best class papers published. Advertising columns earning \$5,000 yearly, and contracts to show for it. Subscription list will pay printing expenses. Sixth volume. Price \$6,000. Address "E. I. B.," care Printers' Ink.

FOR SALE—First-class job office, in connection with leading daily newspaper, in a city of 50,000 population. Enterprising man with \$2,000 cash to buy. This is a grand opportunity for a man who knows his business. Address TIMES-PRESS, Bay City, Mich.

FOR SALE—In Chicago, a printing and publishing business, established in 1879. Business averages \$3,500 month. Plant consists of fine equipment job type, Gordon and Campbell presses, wire stitchers, paper cutter, etc., &c.—everything necessary for turning out first-class work. Purchased new in 1890. Price, \$16,000; third cash balance can be paid in work. Satisfactory reasons can be given for selling. Address "K.," Printers' ink.

ADVERTISING MEDIA.

QUEEN OF FASHION.

SEATTLE TELEGRAPH.

THE LIVINGSTON ENTERPRISE, the leading weekly paper of Montana.

ALBANY, N. Y. TIMES UNION, every evening, and WEEKLY TIMES, reach everybody. Largest circulation. Favorite Home paper.

EVERY advertiser should send for sample sheet of Eureka Advertisers' Register and Record—the most complete ever published. SCHIFF-MANN & BUNKER, Pubs., cor. 5th St., Paul, Minn.

WISCONSIN AGRICULTURIST, Racine, Wis., circulation over 30,000, proved by P. O. receipts. Advertising only 20 cents per line. World's Fair offices 225 Dearborn St., Room 116, Chicago.

LOS ANGELES TIMES.—The foremost newspaper of the Southern California coast. Advertisers guaranteed \$2,000 net circulation daily. H. D. LA COSTE, Eastern Representative, 38 Park Row, New York.

COLUMBUS, Central, Southern, and Southeastern Ohio offer a rich field for advertising. THE OHIO STATE JOURNAL—Daily, 12,500; Sunday, 17,000, and Weekly, 23,000—cover the field. All leading advertisers use it.

THE JUDICIOUS ADVERTISER always seeks to attract the attention of the greatest number. By using the SPOKANE CHRONICLE, the leading daily paper of Eastern Washington and Northern Idaho, this result is effected. It pays to keep everlastingly at it in a paper which everybody reads. Rates quoted upon application.

200,000 WOMEN receive the QUEEN OF FASHION each month who are educated up to sending money by mail. Circulation guaranteed. 80 cts. per line. 46 E 14th St., N. Y. City.—CINCINNATI, O. Nov. 25th, 1892. Queen of Fashion, 46 E. 14th St., N. Y. City. GENTLEMEN: Regarding the QUEEN OF FASHION as an advertising medium for Dames Royal, we beg to state that yours is one of six publications which has paid us wonderfully well. Yours truly, S. H. PARVIN'S SONS.

CLASSIFIED ADVERTISEMENTS in PRINTERS' INK begin with a two-line letter, but have no other display. Under headings of Advertising Media, Supplies, Miscellaneous and For Sale, Wants, Bill Posting and Distributing, Advertising Novelties, Addresses and Advertising Illustrators and Contractors. All advertisements must be in one or two lines (12 words or less) will be inserted once or twice (12 words or less) twice for one dollar if the cash accompanies the order. Additional space or insertions charged 25 cents a line each issue.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES:

No. 10 Spruce Street, New York.
No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price:
Two Dollars a year. Three Dollars a hundred;
single copies, Five Cents. No back numbers.

JOHN IRVING ROMER, EDITOR.

NEW YORK, MAY 31, 1893.

ON another page we reproduce a letter sent to the Postmaster-General by the Florida Press Association requesting the reinstatement of PRINTERS' INK in the second-class mails. The unanimous action of this organization immediately following the adoption of a similar resolution on the part of the North Carolina Press Association is the best sort of evidence that PRINTERS' INK fills a legitimate niche in the journalistic world.

A GREAT many store-keepers only advertise when they want to get rid of shop-worn, out-of-date or unsalable stock. They advertise the goods in glowing terms, announce unprecedented bargains, and congratulate themselves on their ability when they have emptied their stores of all refuse. The public, however, finds that it has been more or less victimized, thinks that all goods in said stores are of like undesirability, and passes by to rival establishments. The best plan is to advertise for a reputation and not for a store scouring.

REAL estate men are among the best patrons the large dailies have. The plan of giving free tickets to suburban properties, and announcing free excursions and free lunches, in connection with these Edens has proved more or less of a failure, and many real estate men have dropped it. They say that a class of people exists that systematically works these privileges, going whenever and wherever they can, providing the little excursion into the country is free. They never purchase, and never intend to, and the percentage of buyers is very small. The system now is to advertise more extensively and better, thus inducing people who mean business to go out and inspect the lots. Such people are usually willing to pay their own fares.

THERE are sixty-seven newspapers in the District of Columbia, and only forty-six in the State of Delaware.

FOR advertisers in German papers some interesting statistics have been gathered and published in circular form by the Milwaukee *Abend-Post*. The fact that these figures have been used to serve an advertising purpose does not injure their utility. The table gives the German population in all towns of over 25,000, and also the percentage of German population as compared with American and all other nationalities combined. It appears from this that New York has the largest German population, 583,154. Chicago is a close second, and St. Louis is third. Arranged according to percentage of German population the result is more surprising. Milwaukee stands first with 66 per cent. The next is Hoboken with 10 per cent less. After that the cities range as follows: Davenport, Detroit, Buffalo, Cleveland, Dubuque, Quincy, New York, Toledo, Chicago, etc. The publishers of the *Abend-Post* announce that they will be glad to send this table to any reader of PRINTERS' INK who desires a copy.

"DAGSBRUN" is the name of a monthly paper established by the Rev. Magn. J. Skafason at Gimli P. O. Man., Canada. This is described as "a growing Icelandic settlement," and the paper itself is published in the Icelandic language. The editor modestly announces that inasmuch as "we send our paper in every Icelandic settlement in both the United States and Canada and also in different parts of our ancient home, Iceland, . . . we hope we do not flatter ourselves in saying that our advertisements will be carefully read." The advertiser, if he desires, may have his announcement translated into Icelandic. A very interesting article might be prepared on our polyglot press with the latest issue of the American Newspaper Directory as a basis.

From this work we learn that on this continent papers are regularly issued in the following languages: German, French, Scandinavian, Spanish, Bohemian, Polish, Italian, Hollandish, Hebrew, Welsh, Finnish, Icelandic, Irish, Portuguese, Slavonic, Chinese, Lithuanian, Russian, Armenian, Hungarian, Gaelic, Indian Language, Volapuk, Arabic.

WE learn that our statement touching the Doliber-Goodale Co.'s \$15,000 advertisement in the *Youth's Companion* is unfair to the lithographers, Messrs. G. H. Buek & Co., inasmuch as there were only ten printings, instead of fifteen, as stated. This number of the *Youth's Companion* (called the World's Fair number) carried several other expensive announcements. Four full pages were sold, each costing the advertiser \$3,500, and one at \$4,000. The extent of the circulation for which these advertisers paid such high prices is indicated by the fact that the total weight of the mail for that week on which the publishers paid postage was three hundred and twenty tons, requiring for several days two and three additional postal cars for the Western and Southern mails.

Another matter of interest to advertisers is the Doliber-Goodale advertisement in the May *Century*, occupying four pages, and immediately following reading matter. This is an advertisement of an advertisement, a thing that has probably never been done before so directly. The reading matter is remarkable for the absence of apparent effort to connect Mellin's Food with the announcement; it is devoted, instead, to a description of the advertising picture and the artist who painted it. The *Century*, we understand, received \$2,000 for this advertisement. All of which commends itself as unusually bold advertising.

SHREWD advertisers, during the summer months, note carefully the success or failure of the crops in each State, and gauge their advertising in such localities accordingly. Tobacco, cotton, corn and wheat mean prosperity or depression in their various sections, and where the crops have been good, the general advertiser not only advertises liberally, but sees to it that his goods are well represented in the local stores and business houses.

UNDER the head of "Financial," the New York *Herald* of May 17 publishes this advertisement:

JAMES BOYS & CO.,

BANKERS AND BROKERS.

50 and 52 Exchange Place.

* * *

Commercial paper, city and country notes
dealt in.

THE Detroit *Free Press* and New Orleans *Times-Democrat* have secured as their Eastern representative, Mr. R. A. Craig, in place of the late Mr. Flynn.

AN optimistic publisher in Davenport, Iowa, gives his readers advice as follows:

Advertising hastens success. Successful business men are large advertisers. The most successful are they who judiciously expend one-fifth to one-third of their gross receipts in advertising. Divide your total available cash in two piles. Devote the one to advertising your business in the *Children's Home Finder* and other high-class publications. With the other double up your factories, enlarge your store-houses, and make instant preparation to meet "the tide which taken at its flood leads on to fortune."

TWO THOUSAND ENDORSEMENTS.

The undersigned, being familiar with PRINTERS' INK, a journal for advertisers, hereby expresses the opinion that it is the leading publication of its class, and of great value to every one interested in advertising. It is regarded as the general organ of the trade, and not merely as representing the business interests of the advertising agency conducted by its publishers.

The undersigned has no reason to doubt, and he does believe, that the paper complies with all the conditions entitling it to be entered at the post-office as second-class mail matter.

The undersigned is especially interested in the advertising business, as is indicated after his signature.

HOFFMAN & CASE,
Advertisers of Artists' Materials,
No. 137 NORTH 8TH ST., PHILADELPHIA.

PRINTERS' INK obtained and submitted to the Post-Office Department more than two thousand endorsements similar to the one printed above.

WASTED ENERGY.

He was very enterprising,
Did a lot of advertising,
Used the papers almost daily to draw people
to his store.
Many dollars thus expended
Soon his trade had much extended,
And customers by hundreds there were crowding
through his door.

Then, without the slightest reason,
At the opening of next season,
He decided that the papers he could get
along without,
So he made an estimation
On a plan of decoration,
And had some workmen paint his little store
inside and out.

"This was saved from advertising!"
Thought the merchant enterprising,
As he counted up the items that his "deco-
rations" cost —
But none came to scrutinize them,
For he did not advertise them,
So his misappropriation was, of course, en-
tirely lost!

EXCEEDING 25,000 CIRCULATION. Augusta,

The following is a list taken from the latest issue of the American Newspaper Directory of all publications to which a circulation rating is accorded of more than twenty-five thousand copies each issue.

California.

San Francisco, Chronicle, daily (including Sunday),	60,195	Portland,
Examiner, daily (including Sunday),	61,010	
Examiner, weekly,	70,860	
Report, daily,	B	
Our Home, monthly,	26,339	

Connecticut.

Bridgeport, American Queen, m'thly,	B	
New Haven, Household Pilot, m'thly,	A	

District of Columbia.

Washington, Evening Star, daily,	36,986	Boston,
National Economist,		
weekly,	B	
National Tribune,		
weekly,	130,043	

Georgia.

Atlanta, Constitution, weekly,	A	
Sunny South, weekly,	B	

Illinois.

Chicago, Herald, daily,	B	
Sunday Herald, S'days,	A	
Inter Ocean, daily,	B	
Inter Ocean, weekly,	A	
News Record, morning,	87,246	
News, evening,	164,175	
News, weekly,	B	
Times, weekly,	B	
Tribune, daily,	B	
Tribune, Sundays,	B	
Die Rundschau, w'kly,	29,467	Lynn,
Epworth Herald, w'kly,	B	
Ledger, weekly,	A	
Saturday Blade, w'kly,	A	
Sunday Sun, Sundays,	B	
Union Signal and World's		
White Ribbon, weekly,	A	
Western Trade Journal,		Detroit,
weekly,	48,574	
World Wide Missions,		
monthly,	A	
Modern Woodman,		
monthly,	68,833	Minneapolis,

Indiana.

Indianapolis, News, daily,	26,235	Kansas City,
American Nonconform-		
ist, weekly,	B	
Agriculturist, monthly,	A	

Iowa.

Decorah, Posten, weekly,	33,171	St. Louis,
Des Moines, Homestead, weekly,	30,000	

Kentucky.

Louisville, Courier-Journal,		
Sundays,	27,300	
Courier-Journal, w'kly,	87,500	
Times, daily,	28,747	
Home and Farm, semi-		
monthly,	80,899	

Louisiana.

New Orleans, Delta, weekly,	33,020	
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Maine.

Augusta, Illus. Happy Hours,		
semi-monthly,	A	

Vickery's Fireside Vis-		
itor, semi-monthly,	A	
Comfort, monthly,	A	
Daughters of America,		
monthly,	132,141	
Golden Moments,		
monthly,	249,596	
Hearth and Home,		
monthly,	A	
Illus. Family Herald,		
monthly,	50,050	
Illus. Good Stories,		
monthly,	A	
People's Literary Com-		
panion, monthly,	65,935	
Sunshine, monthly,	150,317	
Transcript, weekly,	25,103	
Our Home and Fireside		
Magazine, monthly,	53,103	
People's Illus. Journal,		
monthly,	81,983	
Practical Housekeeper,		
monthly,	150,597	

Massachusetts.

Evening Record, daily,	A	
Globe, daily,	A	
Sunday Globe, S'days,	A	
Herald, daily,	A	
Sunday Herald, S'days,	A	
Journal (morning and		
evening), daily,	B	
News, daily,	B	
Bicycling World and L.		
A.W. Bulletin, w'kly,	28,760	
Golden Rule, weekly,	77,900	
Republic, weekly,	41,386	
Yankee Blade, weekly,	103,081	
Youth's Companion,		
weekly,	A	
Farm Poultry, m'thly,	29,103	
Household, monthly,	82,500	
Household Monthly,		
monthly,	B	
Woman's Home Jour-		
nal, monthly,	B	
Garland, monthly,	30,000	
Ingalls' Home and Art		
Magazine, monthly,	26,250	
Farm and Home, semi-		
monthly,	A	

Michigan.

Evening News, daily,	B	
Free Press, weekly,	A	
Tribune, weekly,	B	

Minnesota.

Journal, daily,		
Housekeeper, semi-m'y,	35,307	A

Missouri.

Star, daily,	52,730	
Star, weekly,	82,664	
Times, Sundays,	35,187	
Times, weekly,	39,084	
Globe-Democrat, daily,	B	
Globe-Democrat, S'days,	B	
Globe-Democrat, w'kly,	B	
Post-Dispatch, S'days,	B	
Republic (including		
Sunday), daily,	52,764	
Republic, weekly,	140,808	
Der Herold des Glau-		
bens, weekly,	32,010	
Sporting News, weekly,	B	
Home Circle, monthly,	B	
Home, Farm and Fac-		
tory, and Live Stock		
Journal, monthly,	B	
Medical Brief, m'thly,	30,473	
National Reformer,		
monthly,	47,368	

Cleveland,	Press, daily, B World, daily, 38,312 World, Sundays, 25,367 Ohio Practical Farmer, weekly, 70,326 Union Gospel News, weekly, 129,705	Milwaukee,	Wisconsin.
Dayton,	Our Bible Lesson Quarterly, quarterly, A		Germania, semi-w'kly, Der Haus und Bauern- freund, weekly, A
Springfield,	Beacon, weekly, 30,102 Farm and Fireside, semi-monthly, 273,137 Ladies' Home Companion, semi-monthly, 146,070 American Farmer, monthly, 156,114	Peterborough,	American School Board Journal, monthly, B
Toledo,	Blade, weekly, 209,866		
PENNSYLVANIA.			
Harrisburg,	Telegram, Sundays, A		
Libonia,	Park's Floral Magazine, monthly, 50,016		
Meadville,	Chautauqua, monthly, B		
Philadelphia,	Call, daily, B Evening Item, daily, 186,767 Sunday Item, Sundays, 192,363 Item, weekly, 53,753 Sporting Item, Saturday, 30,630 Inquirer, daily, 78,876 Inquirer, Sundays, 58,530 Press, daily, B Press, Sundays, A Public Ledger, daily, A Record, daily, 151,456 Record, Sundays, 108,885 Times, daily, B Times, Sundays, B Golden Days, weekly, A Practical Farm'r, w'kly, 39,963 Saturday Night, w'kly, A Sunday-School Times, weekly, 254,366 Agents' Herald, m'y, B Baptist Teacher, m'y, 62,682 Farm Journal, m'y, 241,370 Home Queen, m'y, 55,370 Ladies' Home Journal, monthly, A Lippincott's Magazine, monthly, A Munyon's Magazine, monthly, B Our Young People, monthly, 45,902 Peterson's Magazine, U. S. Official Postal Guide, monthly, A Advanced Quarterly, quarterly, 476,012 Senior Quarterly, q'y, 121,248 Scholars' Quarterly, quarterly, A		
Pittsburgh,	Dispatch, daily, 31,879 Dispatch, Sundays, 61,572 Leader, daily, 28,573 Leader, Sundays, 33,868 Press, daily, 40,964 National Stockman and Farmer, weekly, B Success with Flowers, monthly, B Pennsylvania Grit, Sundays, 60,420	Montreal,	Quebec.
West Grove,		Star, daily, 33,333 Family Herald & Star, weekly, 71,381 Witness, weekly, 30,122 Northern Messenger, bi-weekly, 40,934	
Williamsport,		UNITED STATES. DOM. OF CANADA.	
	Daily, 49		
	Tri-weekly (none)		
	Semi-weekly, 3		
	Weekly, 111		2
	Bi-weekly, 1		
	Semi-monthly, 7		
	Monthly, 87		1
	Quarterly, 5		
	Total, 260		5
	Grand total, 265.		
A MATTER OF IMPORTANCE.			
<i>From the Altoona (Pa.) Mirror.</i>			
PRINTERS' INK, an advertisers' publication, calls attention to the necessity of more careful handling of third-class matter by the post-office. Papers, it says, are often allowed to lie in mail-bags, although the postage has been fully prepaid, and as frequently papers plainly addressed are delivered to wrong persons. It gives a number of instances where advertisers and publishers have been put to trouble and expense on account of the delinquencies of post-office clerks. A single mail received by a New York advertising agency on April 24th contained fifty-four plainly addressed packages not intended to be delivered to the agency at all. Most newspapers have the same difficulty in getting their exchanges regularly and on time. The post-office clerk evidently considers them of little importance, and handles them carelessly and at his leisure, but they are sometimes an actual necessity to the publisher, and their delay often occasions serious trouble. A little reform in this branch of the service would be appreciated by many.			
NEWSPAPER FREAKS.			
<i>From the Springfield Republican.</i>			
The spectacle of a 100-page paper, concocted and printed to "break the record" of volume, is interesting in the same way that an abnormally fat man may be. The crowd stops to see the spectacle, and people are even willing to pay ten cents for a sight, but for a companion in the home nobody craves possession of a 600-pound head of the family. He takes up too much room, and it is a great chore to bury him. Day in and day out the father and husband of average size fills the bill much better.			
Rhode Island.			
Providence,	Home Guard, monthly, B		
Tennessee.			
Memphis,	Appeal-Avalanche, weekly, B		
Eternal Vigilance.—Bohemian: How was it you didn't see the editor?			
Poet—It must have been that he saw me first.—Judge.			

SECOND-CLASS POSTAL USAGES.

NEW YORK, May 19, 1893.
Manager Associated Industrial Press 918 F Street, N. W., Washington, D. C.:

On next to last page of enclosed circular observe the *Arena*, of Boston, offers to give \$30 worth of books and a year's subscription to the *Arena*, amounting to \$35, all for \$25.

Will you kindly call on the Third Assistant Postmaster-General and submit that case to him, and learn from him whether the *Arena* is violating any law by issuing such an offer.

Please return the circular with your account of the interview with the Third Assistant Postmaster-General; also bill for services, and oblige,

Your obedient servants,

GEO. P. ROWELL & CO.

FOR TWENTY-FIVE DOLLARS

We will send the *ARENA* one full year and thirty Beautiful Volumes of *Crowell's Poets*. THE HALF RUSSIA EDITION is specially adapted for handy reading and library use. Bound in half leather, gilt back, marbled edges, without red line borders. SENT CHARGES COLLECT.

Edwin Arnold	Thomas Gray
Aurora Leigh	Greene, Marlowe and Johnson

Beauties of Shakespeare	Halleck
Mrs. Browning	Heine
Robert Browning	Hood
Bryant	The Iliad
Burns	Keats
Byron	Lucille
Campbell	Moore
Chancier	Poe
Dante	Pope
Dryden	Shelly
Familiar Quotations	Spencer
Goethe's Faust	Tennyson
Goldsmith	Whittier

30 Beautiful Volumes,	\$30.00
The ARENA	5.00

Regular Price	\$35.00
Remit \$25.00 direct to us.	

WASHINGTON OFFICE

THE ASSOCIATED INDUSTRIAL PRESS
918 F Street, Northwest,
EDWARD A. OLDHAM, Gen'l Manager,
WASHINGTON, D. C., May 20, 1893.

Editor of Printers' Ink:

Upon receipt of yours of 19th, our Mr. Oldham called at the Post Office Department, but Third Assistant Postmaster-General Hazen not being in, Chief Clerk Davis was seen and asked if *The Arena* violated any law in making an offer like that contained on the next to the last page in the accompanying circular. He instinctively observed that it would "have to be taken under consideration;" but upon reading the proposition he stated, in substance, that the offer was a violation of the law; but he quickly added that of course the character of the publication making the proposition would have to be taken into consideration, and stated further, that this was a requisite course in every case; that the Department could not lay down a general law that would apply to all cases alike; that much depended upon the recognized character of the publication, whether or not the offer of a premium was made to sell the premium or to sell the paper.

Generally speaking, where the former was the case, and the subscription price was reduced to a nominal figure, the publication would be debarred the second-class privilege; but there were even exceptions here, and he mentioned the *Youth's Companion*, of Boston, whose high character the Department recognized,

He spoke of this publication offering premiums to such an extent that it required a large warehouse to conduct this part of the business, and he understood that the proprietors derived greater revenue from the incidental sale of the articles offered as premiums than they did from the paper proper.

He again took up the case of the *PRINTERS' INK*, and said that he believed that when Mr. Rowell commenced its publication its paramount object was to advertise Mr. Rowell's several interests, but that he was willing to concede that it had, in course of time, become evolved into a paper whose usefulness was claimed by newspaper men all over the country.

He said there was a great need of a new law on the subject of second-class ratings, and he hoped that Congress would take speedy action in the matter, since the responsibility had been placed in that quarter, but he said with significance that the late Postmaster-General Wanamaker had regretted not having at the first taken the authority to make decisions in accordance with the merits in each particular case, as much as saying that that power was vested in the head of the Post-Office Department, without the necessity for calling upon Congress to more clearly define what papers should or should not enjoy the second-class privilege.

We have the honor to be,

Very faithfully,

ASSOCIATED INDUSTRIAL PRESS,

Per Manager.

The Bill.

WASHINGTON, D. C., May 20, 1893.
Pubs. PRINTERS' INK, New York, N. Y.

To the Associated Industrial Press, Dr. May 20, executing commission in P. O. Dept., \$3.00

IMPROVED ORTHOGRAPHY.

From the New York Sun.

We have done a little something with the English language in the matter of economizing time, but we have by no means done what we ought to have done. We have taken the superfluous letter "u" out of such words as labour and honour, and the saving of time thereby in the matter of typesetting, in a country of readers like ours, is something immense. The space saved has made room for much valuable and interesting matter that might otherwise not have been printed. In original outlay the saving amounts to many thousands of dollars which might have been locked up and practically lost in that useless letter, but which are now free for use in other and productive enterprises.

♦♦♦

AN ENGLISH IDEA.

From the British Printer.

A local (Leicester) photographer's advertisement that recently came to our hands is so good that we print it for the benefit of our readers:

IF YOU WANT A

Photograph taking of your Wife, Children, Horses, Cattle, Dogs, House,

SWEETHEART,

Or yourself, you cannot do better than

CALL AND SEE SPECIMENS

At the West End Studio, 11 King Richard's-road,

OR WRITE FOR PRICE LIST.

Out-door Photography in or out of Town. Distance no object.

HEWOOD, Proprietor.

PULPIT ADVERTISING FOR THE GOLD CURE.

From the Johnstown (N. Y.) Republican.

One of our clergymen who, on Sunday morning, read from his pulpit the announcement of a lecture to be given at the opera house in the interest of a certain gold cure, remarked that a thing purely commercial should be advertised by the newspapers, and a chance thus given to them to make some money. The reverend gentleman was entirely correct. The pulpit should not infringe upon the business privileges of the newspaper. We are prepared to publish such announcements, for pay, of course, and we do not see why the pulpit should step in and deprive us of a portion of our business. There is the Keeley cure for the liquor habit, and the regular Keeley institutes, and then there are a dozen or more different remedies called, variously, gold cures and silver cures and other names, but all patterned after the Keeley cure. None of these institutions, whether productive of good results or not, are charitable or philanthropic in their methods, but are run on strictly business principles for the profit there is in the business. They should therefore advertise their business and pay for it, as other business concerns do, and not attempt to sponge on the clergy, under the pretense that their business is founded on a moral basis.

♦♦♦
SOME LEADING NEWSPAPERS.

ADVERTISEMENTS appearing under this head are carefully edited, and any statement contained in them may be used elsewhere, if desired, and credited to PRINTERS' INK. They are based upon the reports and estimates of the American Newspaper Directory, and if in any respect erroneous, the fault is to be attributed to the Directory, and not to PRINTERS' INK. Advertisements inserted here may contain additional statements of value to the paper, not antagonistic to or inconsistent with the Directory ratings. Proposals for inserting advertisements in PRINTERS' INK, to be paid for by other advertising, cannot be considered at the present time.

ARKANSAS.

In Conway County, Arkansas (pop. 19,456), the largest circulation rating is accorded to the *Weekly Pilot*, published at Morrilton.

Little Rock **CAZETTE**—Both daily and weekly are rated as having fifty per cent. more circulation than any other daily or political weekly in Arkansas.

BAPTIST VANGUARD—A weekly, published at Little Rock, has the largest circulation rating accorded to any organ of the colored race published in Arkansas.

CALIFORNIA.

OUR HOME, San Francisco—is given an average monthly issue of 36,332, by far the largest of any monthly in California.

ILLINOIS.

Rights of Labor, Chicago—Of the dozen papers in the country devoted to the interest of the Knights of Labor, this weekly is accorded a larger circulation rating than any other, with one exception.

INDIANA.

The **Indianapolis News** conditions payment on larger circulation than any other three dailies in Indiana combined. Average over 30,000.

American Nonconformist: Issued at Indianapolis, has a higher circulation rating than is accorded to any weekly newspaper in Indiana.

ROUGH NOTES,INDIANAPOLIS.

is one of the (only seven) monthly publications in Indianapolis the exact accuracy of whose circulation rating the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of 2,925 copies, and the most enterprising insurance magazine published in the United States.

KANSAS.

TOPEKA ADVOCATE—Official State paper. Farmers' Alliance organ—credited with the largest weekly circulation rating in Kansas

LOUISIANA.**PICAYUNE NEW ORLEANS.**

Its daily edition is one of the (only two) daily papers in Louisiana to which the American Newspaper Directory accords a circulation of more than 17,500 copies each issue, and its weekly edition is among the (only four) weekly papers credited with issuing more than 12,500 copies. Its daily edition is from 10 to 12 pages and its Sunday edition from 22 to 24 pages.

MASSACHUSETTS.

YANKEE BLADE, Boston.
No publication in Massachusetts is accredited with a higher circulation rating.

Farm-Poultry, Boston, monthly; regular circulation 30,711, much larger than any other publication in Massachusetts devoted specially to the live-stock interest, or than any other Poultry journal in the United States.

MICHIGAN.

DETROIT JOURNAL is among the (only three) daily papers in Michigan to which the American Newspaper Directory accords a circulation of more than 20,000 copies each issue.

MISSOURI.

CRITIC, St. Louis, is among the (only thirteen) weekly papers in Missouri to which the American Newspaper Directory accords a circulation rating of more than 30,000 copies each issue.

MEDICAL BRIEF, monthly, St. Louis, has a regular issue of 30,473 copies guaranteed by American Newspaper Directory, a larger circulation than any other medical journal in the world.

**TRADE REVIEW
AND EXPORT JOURNAL,
ST. LOUIS,**

is among the (only sixteen) weekly papers in Missouri to which the American Newspaper Directory accords a circulation of more than 17,500 copies each issue.

**TRIBUNE,
ST. LOUIS,**

Its daily edition is among the (only thirteen) daily papers in Missouri to which the American Newspaper Directory accords a circulation of more than 7,500 copies each issue, and its Sunday edition is among the (only nine) Sunday papers credited with issuing more than 7,500 copies.

NEW HAMPSHIRE.

5,000 circulation. The *Republican Journal*, 18-page weekly; largest paper in New Hampshire; best line of communication between advertiser and buying public. W. H. COLBY & Co., Publishers, Littleton, N. H.

NEW YORK.

UTICA PRESS—Is accorded the highest circulation rating of any daily in Utica.

DAILY STAR—In Queens County, New York (pop. 145,186), no paper is accorded a larger regular issue than the weekly edition of the Daily Star, published at Long Island City.

PRINTERS' INK—Is one of the—the only six teen—weekly papers in New York City the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular average issue of 51,618 copies during the year 1892, which is more than five times the total circulation accorded to all the dozen other publications issued in the United States in the interests of advertisers.

NORTH CAROLINA.

COURIER—Waynesville, is one of the (only fourteen) weekly papers in North Carolina the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of 1,166 copies.

OHIO.

The American Builder is accorded the largest circulation rating of any agricultural or builders' journal west of New York.

**ASHTABULA BEACON
and TELEGRAPH,**

Ashtabula, are the ONLY papers in Ashtabula County, Ohio, the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Their record shows a regular issue for the past year of 1,050 copies daily and 1,800 copies weekly.

ONTARIO.**SUNDAY SCHOOL BANNER**

The Sunday School Teachers' Journal of Canada, Toronto—is one of the (only six) monthly publications in Toronto, Ontario, the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of 16,975 copies.

PENNSYLVANIA.

Pittsburgh PRESS has the largest circulation rating of any daily in that city, viz: 40,964.

Colliery Engineer, monthly, Scranton, Pa.; has the largest circulation rating accorded to any paper in America published in the interest of mining. Its circulation is national.

RHODE ISLAND.**NEWPORT NEWS.**

Its daily edition is one of the (only three) daily papers in Rhode Island the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Daily issue for the past year, 3,181 copies.

SOUTH CAROLINA.

COTTON PLANT, weekly, Columbia: Only agricultural paper printed in South Carolina.

TENNESSEE.

MEMPHIS APPEAL-AVALANCHE—Is given a larger circulation rating for its daily, a larger circulation rating for its Sunday and a larger circulation rating for its weekly than is accorded to any other daily, Sunday or secular weekly paper in Tennessee.

NASHVILLE AMERICAN is one of the four weekly publications in Tennessee to which the American Newspaper Directory for 1893 accords a circulation of more than 12,500 copies each issue.

GERMAN IDEAS OF ENTERPRISE.

From the Boston Globe.

The editors of morning papers in Germany leave their offices at nine o'clock and the papers are on the press at eleven o'clock. By twelve o'clock even the printers have gone home, and when Gen. Von Moltke died at eleven o'clock at night there was only one Berlin newspaper that had a line about it in its issue next morning.

THE PRINCIPAL COLLEGE PAPERS.

From the N. Y. Sun.

Among the principal "college journals" are the *Crimson*, *Lamport* and *Advocate*, published at Harvard University, Cambridge, Mass.; the *News and Literary Magazine*, Yale College, New Haven, Conn.; *Brownian*, Brown University, Providence, R. I.; *Sun*, Cornell University, Ithaca, N. Y.; *Spectator*, Columbia College, this city; and there are papers at almost every college in the country.

Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.
Must be handed in one week in advance.

\$3.99 BUYS 1 INCH, 50,000 copies
PROVEN WOMAN'S WORK, Athens, Ga.

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

JOB PRINTING First-class, and no other.

STAMPS FOR COLLECTIONS Send for lists E. T. PARKER, Bethlehem, Pa.

SUPERIOR Mechanical Engraving, Photo Electrotype Eng. Co. 7 New Chambers St., N. Y.

SUCCESS Family Magazine, 2c a line. AMERICAN PRESS CO., Baltimore.

FREE SAMPLE COPIES AND RATES. We reach the people. THE GREAT WEST, Aberdeen, S. D.

BE INDEPENDENT. Own your own newspaper. Send for estimates to PICTORIAL WEEKLIES CO., 35 West 23d St., New York City.

LET ME SHOW YOU SOMETHING if you advertise in local newspapers. Send address. CHAS. W. HARPER, Columbus, O.

PATENTS HOPKINS & ATKINS, Washington, D. C. 36 years' experience. Write for information.

GERMANY Magazine for the study of the German lang. and lit. For sample copies, rates of advertising, etc., address GERMANY, Manchester, N. H.

DIRECTORY PUBLISHERS, Please send and price list of your directories to U. S. ADDRESS CO., L Box 1407, Bradford, McKean Co., Pa.

PATENT OR NO PAY. Book free. Prompt, reliable work. S. C. FITZGERALD, Washington, D. C.

PUBLIC OPINION Always pays. Advertisers. Washington. New York.

NEW YORK LEDGER

RAPID ADDRESSING. The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed and always correct. For particulars address F. D. BELKNAP, Prest., 314, 316 Broadway, New York City.

WATCHES**Are the Best PREMIUMS.**

Address the manufacturers direct.
THE PHILADELPHIA WATCH CASE CO.,
 RIVERSIDE, N. J.

THE EVENING JOURNAL,

JERSEY CITY'S
FAVORITE FAMILY PAPER.
 Circulation, --- 15,500.
 Advertisers find IT PAYS!



BOSTON:
 36 Washington St.

NEW YORK:
 World Building.

Reliable dealing, low estimates, and careful service have given this agency a standing with advertisers equalled only by its influence with newspapers!

Advertisements specially prepared for our Clients.
SEND FOR ESTIMATE.

STUDY LAW**AT HOME.**

TAKE A COURSE IN THE
 Sprague Correspondence
 School of Law,
 (Incorporated.) Send ten
 cents (stamps) for
 particulars to

J. COTNER, JR., Secy.
 DETROIT, MICH.
 25 Telephone Bldg.

**PNEUMATIC TUBES****FOR NEWSPAPER OFFICES.**

SEND FOR ESTIMATES TO
METEOR DESPATCH CO.,
 28 E. 14th St., New York,
 89 State St., Boston.

The Item, Philadelphia, uses our system.

**GETTING THERE.**

Our great annual
 midsummer edition of
 100,000 copies, con-
 taining 300 beautiful
 illustrations, ready
 July 1. Advertisers'
 bargain edition. Adv.
 copy June 30.

THE AMERICAN
 School Board Journal
 N.Y., Chic., Milwaukee.

DON'T

Order any kind of cuts for printing until you
 have heard from us. It will pay you to write us.
CHICAGO PHOTO ENG. CO.

THE HOME CIRCLE,**ST. LOUIS, MO.****75,000 Copies Each Month.**

An exceedingly desirable medium for
GENERAL ADVERTISERS.

THE HOME CIRCLE PUB. CO., St. Louis, Mo.

A**OF \$20****GOLD
PIECES**

is hard to get. The way is made
 easy by
 Newspaper Advertising placed
 through

**J. L. STACK
& CO.,**

Newspaper Advertising experts,
 P. P. Bldg.,
 St. Paul.

Estimate Clerk**WANTED BY***One of the Oldest and Leading*

**Newspaper
Advertising
Agencies**



Must be familiar with the lowest rates and
 other information concerning the newspapers
 of the U. S., and a good correspondent.

We offer the best opportunity in the advertising
 business to the right man—good salary and
 permanent position.

Address at once, with references,
 Box 3490 New York City.

YOUR CIRCULATION IS 5,000 OR OVER.

You are looking for a **Rapid Rotary**
Web-Perfecting Press

Which can be EASILY and ECONOMICALLY operated.

WE ARE BUILDING JUST SUCH A MACHINE.

CAMPBELL PRINTING PRESS & MFG. CO.

NEW YORK
AND CHICAGO.

The
Decorah-Posten
and Ved Arnen
*is a Norwegian weekly
family newspaper,*

nineteen years old, established and published by B. ANUNSEN, at Decorah, Iowa. It has a larger circulation than any other publication in Iowa, and has a larger proven circulation than any other Scandinavian periodical in the world. Present circulation, thirty-four thousand nine hundred. No proof, no pay. See American Newspaper Directory, which guarantees us over thirty-three thousand. Some directories quote us at forty thousand, but the POSTEN has never made a claim that it could not prove.

Successful Advertising

Costs Nothing.

It is the other kind that drains your purse. Absolutely certain profitable results are only obtained by wide experience, close observation of practical experiments, a special aptitude for the work and a command of adequate facilities.

Twenty-eight years of active, continuous experience enables us to promise you such results.

* * *

THE GEO. P. ROWELL ADVERTISING CO.
Newspaper and Magazine Advertising,
10 Spruce St., New York.

You needn't

Stay
Awake
Nights

to think up catchy typographical effects for your advertising matter if you have your printing done by

The Printers' Ink Press,

WM. JOHNSTON, MANAGER,

10 Spruce St., New York.



The prime motive of an advertisement is to draw trade. The best place for it is in the columns of publications having abnormal drawing qualities.

A judicious selection of a number of such is the outcome of experience. But the beginner will make no mistake if he follows the course of many in using one particular medium—the original, reliable and popular

• • ALLEN'S LISTS . .

Forms close on the 18th.

E. C. ALLEN & CO., Prop's, Augusta, Me.

Die Westliche Post

(WESTLICHE POST ASSOCIATION, Publishers, St. Louis, Mo.)

IS THE BEST ADVERTISING MEDIUM



BECAUSE it has a Daily, Sunday and Weekly Edition.

BECAUSE it has the largest circulation of any German Daily in the West.

BECAUSE its circulation is larger than the combined circulation of all the St. Louis German Dailies.

BECAUSE its inside, outside—and, in fact, all of it—is prepared and made in its own spacious editorial rooms and printing office.



EMIL PRETORIUS, Editor.

EDW. L. PRETORIUS, Bus. Mgr.

TRY US AND BE CONVINCED.

IT IS A GREAT THING FOR A NEWSPAPER
TO HAVE READERS WHO ARE
“MOVING UP.”



RECODER readers are of that enterprising, progressive sort that is constantly “moving up.” What is good enough for them to-day is not good enough to-morrow. They are typical, pushing, unsatisfied Americans. They have in them the spirit that makes this country so far beyond any other.

The home of to-day is too small and too plain for the home of to-morrow. They are constantly buying more things, newer things.

Are not these the people that **you** wish to reach with **your** advertisement?

Can you do it anywhere so well or so cheaply as through the New York RECORDER?

Miscellanies.



"BEFORE TAKING." "AFTER TAKING."
—*Life.*

The editor soliloquizes, "He that steals my purse, steals my pass to Chicago."
—*Chester (Pa.) News.*

A Different Vehicle.—"Parslow is what you call a hack writer, isn't he?"
"No; Parslow writes truck."—*Puck.*

"There's nothing in this paper."
"It must have come over on the same steamer I did."—*Life.*

What Ails It.—Literary Man: Poetry, my friend, is but a form of music.

Ordinary Man—That so? Well—er—don't you think magazine poetry is a—er—little too Wagnerian?—*Ex.*

With Thanks.—Novice: How long do you think the editor of the *Atlantic* will keep me waiting for my poem to appear?

Oldhand—It will probably appear in your morning mail.—*Puck.*

Seedy Callier—Are you the financial editor of this paper?

Man at the Desk—Yes, sir. What can I do for you.

Seedy Callier—Couldn't you lend a pore man fifty cents?—*Chicago Tribune.*

A sentimental poet writes: "How can I meet my darlin'?"

After some deliberation over the question, we have come to the conclusion that he can meet her by approaching her from an opposite direction.—*Yokohama Eastern World.*

Up to Date.—Editor: Here you speak of the gold-green morning twilight being suddenly bathed and glorified in a flood of violet sunrise. What do you mean by such stuff as that?

Author—Just what I say. That kind of thing is wildly popular with our latter-day painters, and it ought to go like a summer breeze in literature.—*Puck.*

Losing Faith in Editors.—Old Lady: I don't believe this Sure Cure Tonic is a-goin' to do me any good.

Friend—It's highly spoken of in the papers.

Old Lady—Yes, but I've taken forty-seven bottles, and I don't feel a bit better. I tell you what it is, Sarah, I'm beginnin' to think these newspaper editors don't know everything.—*Philadelphia Item.*

We have bought a cylinder press, and our old handpress is for sale. It can be used as a corn-sheller or gridiron.—*The Billville Banner.*

"AND PITY 'TIS 'TIS TRUE."

"My love," the would-be poet cried,
"By thee I'm e'er inspired."
"Then send me your works," the maid replied,
"By me they'll be admired."
"Alas! alas!" the poet signed,
"They now are out of print."
He told the truth, he never lied,
For they were never in't.—*Truth.*

Last week we received a notice from a village postmaster of a village in an adjoining county that one of our "subscribers" refused to take his paper out of the office for the reason that "he don't want it any more." It took the old sinner a long time to get tired of it, for since 1876 we have received nothing from him but promises. Won't St. Peter have pleasure slamming the gates of Heaven in that fellow's face?—*Salem Sunbeam.*

NOT A SWINDLE, AFTER ALL.

From the *St. Louis Globe-Democrat.*

"I once answered an advertisement," said Hugh Meadows, who is at the Southern, "which offered in return for a \$1 bill to send an infallible remedy for the habit of leaving one's umbrella behind in offices, and more especially in vehicles. As a moneymaker that advertiser was a distinct genius, for in response to my application and in return for my dollar I received printed slip about four inches by three in size, with a picture of a man alighting from a hack with an open umbrella which had got stuck fast in the door.

Below the picture, which it was explained was purposely drawn out of perspective, were a few lines explaining that if a man would once impress the picture on his mind he would think of it every time he left a vehicle or car, and would be prevented thereby from leaving his umbrella behind. I was in such a rage at being swindled, as I thought, that the incident and illustration both became photographed in my mind's eye, and to do the advertiser justice that dollar has certainly saved me many dollars a year in umbrellas.

The science of mnemonics is a very peculiar one, and few people understand it. Years ago it was common to tie a knot in one's handkerchief as a reminder of anything, and this plan has been improved upon from time to time. I have a friend who always hangs his hat on one peg in his office, and has a small brass file just below the peg. By hanging loose memos on this file he can scarcely leave the office without being reminded of important duties or engagements. Another man, who has no clock in his office, slips memos in his watch pocket, so that when he looks to see if it is time to go home he will also notice whether he has forgotten anything.

The only duty which no one has yet been able to remember or invent a scheme for is mailing a letter written by one's wife. The number of times a rational business-like man will carry a letter around in his pocket for over a week and then sneak quietly out and mail it in the corner letter-box, is something remarkable, and this unaccountable neglect of husband-like duty accounts for no end of misunderstandings and broken friendships."